

Half Billion Business in Detroit Next Year

More Than Seven Hundred Thousand Automobiles Will Be Shipped for 1916, Is Estimate of Motor Maker.

IT WAS \$300,000,000 FOR YEAR ENDED JUNE 30

Detroit, Mich., July 31.—Three hundred million dollars represents the automobile business done in Detroit last year, according to the Government industrial census figures which have just completed their work here. While official announcement will be made in Washington \$300,000,000 is a conservative figure according to a United States official in touch with the work. This amount is for the year ended June 30 and is just five times the industry's total for the preceding twelve months. In a public statement made this week, E. F. Tolin, president of the Continental Motor Manufacturing Company, declared that the automobile business in Detroit for the year just starting will reach \$500,000,000 and that the industry will ship 750,000 motor cars will be shipped throughout the country and the world. This includes the accessory business which is proving so important. The Continental is spending \$500,000 in additional buildings and equipment. The Paige-Detroit Company is spending a like sum and the Hudson Motor Car Company will have spent \$1,000,000 when the improvements under way are completed. In addition to these Henry Ford has just spent more than \$2,000,000 for land alone for tire and equipment factories. In addition to his big plant for his tractor engine building.

Eighty-five per cent. of the automobiles to be produced in 1916 will be of the four-cylinder type. Of this large majority 75 per cent. will be of the L-head type—that is to say, as opposed to the so-called contrasting type. The four-cylinder motor, for many reasons, is still the most efficient and simple for all the practical purposes of motor or propulsion. Gear ratios play a very important role in the perfect running of an engine at low speeds. The high speed multiple cylinder engine in connection with low gear ratios is a combination that will cause the average motorist many anxious moments. Of the four-cylinder types, the T-head and L-head motor is recognized by the majority of engineers to be the most practical and efficient. The T-head type is often employed for high speed racing purposes, when the cost of operation and loss of efficiency, due to long wear, is incidental to winning an event. But for long life and practical results in the hands of the average driver, the T or L head motor stands first in the estimation of the world's greatest designers.

It is the prediction of those who have made a close study of the subject that the four cylinder engine will continue to be the popular choice of both manufacturer and consumer. They base their predictions on the fact that the four cylinder engine has proved itself to be efficient and that from an economic standpoint it has no superior.

J. J. Cole, president of the Cole Motor Car Company, has a new catchword for

JACKSON MEN IN NORTH WOODS

Elusive Scene for Convention of Automobile Dealers.

Tanned and weatherbeaten from their weeks sojourn in the northern peninsula of Michigan, twenty-six distributors and officials of the Jackson Automobile Company rolled into Jackson on Sunday, July 31, after a convention in the north woods.

Since leaving the Jackson factory a week before the dealers composing the party had travelled close to 1,000 miles over every sort of road from concrete highway to corduroy tote trails; had witnessed the performance of the new eight and four cylinder models just announced by the Jackson company under the most trying conditions; fished the trout streams and lakes of upper Michigan; and, in short, had made the most of an excellently arranged programme in which business and pleasure had equal parts.

Sales Manager Howard Matthews and his assistant, ex-Senator Frank Newell, share the credit for originating the plan for this year's convention. Both are members of Camp Newton, a spacious and well equipped hunting club, situated in the heart of Michigan's north woods. The camp is sixty-eight miles from the lake city of Manistiquette and is reached by mere logging trails and tote roads. When Howard Matthews at the wheel of Model 68, the new Jackson eight cylinder car, drove up to the front entrance of the camp it was the first time a motor car had ever been seen in that vicinity. Closely following Mr. Matthews came five of the new high duty four cylinder Jacksons, which have been termed the Model 34s.

BUSINESS OF YOUNG MEN

Silver Talks About the Chance in the Automobile Industry.

No business in recent years has presented so many opportunities for the aspiring young man as the motor car trade, yet as a matter of fact when responsible positions are vacant it is a problem to fill them.

C. T. Silver, president of the big company in New York which acts as distributor for the Overland, Peerless and Willys-Knight lines of cars, is authority for this statement, and he says that although there are signs of improvement there is a big gulf between the standard of perfection in other lines of business and that which obtains in the automobile trade.

Silver's own business has grown by leaps and bounds during the past five years and he was early beset with the problem of getting an efficient organization. He had to proceed to develop his staff from raw material of his own picking.

This policy was his only salvation, and it is now bearing fruit to the advancement of his business and the betterment of the men who were fortunate enough to realize the importance of the automobile business as a profession. Silver runs branches in Newark, Brooklyn, Tonawanda and the Bronx, and the managers are all men trained in his home office in New York. The advancement of these men automatically makes room for others in his main establishment, and so it goes on as the business develops.

The trouble with the automobile trade, Silver says, seems to be that a lot of persons enter it as a sort of a go-between, something they haven't got and something they expect to turn up, and the result of their indifferent work is dissatisfaction between customers and the house they represent.

MAXWELL PRICE LOWER, NO RADICAL CHANGE



The latest of the 1916 models is automobiles has just reached New York. It is the Maxwell. The tendency to reduce price among automobile manufacturers generally the coming season is emphasized by the new Maxwell. With complete equipment including electric starter and electric lights, the five passenger touring model is priced at \$555.

There is no radical change mechanically. Maxwell engineers say that the success of their product would not be so marked if each new model represented a new idea in construction. To the ordinary eye the new Maxwell is more handsome and has an appearance equal to that of many higher priced automobiles.

From the new shaped radiator to the back of the rear seat it is a true stream line design. There is more room both in the driving compartment and in the tonneau, three people being able to sit in the rear seat with comfort. There are many minor features that add to the comfort in the equipment.

Easy riding is one of the things that can be claimed for the Maxwell. Resilient springs and well hung frame, the distribution of weight on all wheels make for easy riding over rough roads. It has power enough to climb the worst grades encountered on the average road and it can be driven at a speed as high as fifty miles an hour.

There are a number of mechanical refinements that should increase the efficiency of the car. Prominent among these is a new clutch system entirely enclosed in a compact housing, which is

light. Both clutch and clutch mechanism operate entirely in a bath of lubricating oil. The control mechanism is carried by the power plant instead of on the frame, thus doing away with the danger of binding and distorting the operating mechanism over uneven roads.

The electric starter and lighting system are of the single unit type, combining both generator and motor in one instrument. A noticeable feature of the starter is that it contains only one-half the wire previously found necessary to successfully operate a starting system.

The new instrument board carries all instruments in a compact and neatly framed body, for all season use, selling at \$105. In each instance the price includes everything. No extras have to be purchased to make the car complete.

hair top and demountable rims are all included for the price. The price is made possible only by the enormous production of the Maxwell factory at Detroit, Elyon and New Castle. Improved factory equipment has been installed in all three plants and it has been estimated that 40,000 new Maxwells will be the output for the coming season.

Besides the touring car, four other body designs are listed for the same chassis. These include a two passenger roadster, selling at \$535; a three passenger town car, selling at \$515; and a five passenger permanent top convertible body, for all season use, selling at \$105. In each instance the price includes everything. No extras have to be purchased to make the car complete.

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\$500 BONUS OFFERS FOR 'TWIN SIX' DELIVERIES

Packard Co. Finds That the Intending Customers Are Getting Very Eager.

There will be an impressive infusion of new blood into the ranks of Packard motor car owners as a result of the development and introduction of the "Twin Six" models, according to A. C. Harrington, sales manager of the Packard Motor Car Company of New York.

"The proportion of intending purchasers who have never owned Packards is surprisingly large," he said on Friday. "In seasons past a large part of our output has gone into the hands of persons who already owned Packard cars, but the advent of the Twin Six has tapped an entirely new reserve of prospective business."

The demand for this source, in the opinion of Mr. Harrington, is in no small degree responsible for the situation arising in which the Packard company of New York is at considerable concern to obtain enough cars to fill orders. One impatient buyer who professed himself a devotee of the new model, Mr. H. H. Harrington, who is in charge of the sales department, said that he had been followed by several others who tendered checks to the same end.

Such substantial interest in the new model, Mr. Harrington said, is a reflection of the fact that the Packard company is now in a position to deliver cars to its customers in a much shorter time than in the past.

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Notes of Live Interest to the Motor Trade, Local and Foreign

Lincoln Highway Man Formerly Prominent in Racing Affairs Here.

Arthur R. Pardington, vice-president of the Lincoln Highway Association, who died last Wednesday in Detroit, was a man who was very prominently identified with motor racing affairs in this country from the earliest days. He managed the Vanderbilt cup races on Long Island Sound and was also a member of the American Automobile Association.

Mr. Pardington was a man of many talents and was a very successful businessman. He was also a very popular man and was well known in the racing world.

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HUDSON 48 HOUR SERVICE.

Express Car Delivery Is Plan Used by Harry S. Houp.

The spectacular increase in the sale of Hudson cars in the New York territory in the past two months has been much more than the mere success of the car.

Harry S. Houp, president of the Hudson Motor Car Company of New York, Inc., has not hesitated to bring cars through by express rather than to disappoint the customer in view of inadequate freight charges.

Forty-eight hour guaranteed delivery on all Six-Forty Hudson phaetons is the Hudson slogan these days.

HUPP CAR A CLIMBER.

Lee Anderson Tests Its Worth on His Own Private Tour.

Advised by Lee Anderson, sales and advertising manager of the Hupp Motor Car Company, who has been touring the East in one of the new 1916 Hupmobiles, indicated that the new model "N" is a wonder car a hill climber. Anderson, accompanied by his wife and Mr. and Mrs. J. T. H. Mitchell of Chicago, left Buffalo, N. Y., on Saturday morning and through the Mohawk Valley to Albany and up to Saratoga Springs. From Saratoga Springs the party took the beautiful and scenic route through the Adirondack Park, through the Catskills and back to Saratoga, where they arrived last Sunday. Mr. Anderson drove to Cape Cod, Providence and New York and returned by way of Albany and Syracuse to Buffalo.

"The Hupmobile model 'N' certainly is a wonder car a hill climber," Anderson wired to President Drake. "The way it took even the worst hills was wonderful. It has all the power necessary to climb the steepest hills and it simply ran away from cars of much greater price on the mountainous roads. Have not had the slightest trouble and the car is a real climber."

The company is to be congratulated on the production of this model.

BUSINESS IS INCREASING.

Mansbach Finds General Situation Is Very Good.

Louis Mansbach, treasurer of the Times Square Automobile Company, is back on Broadway after an extended tour of the country as far west as the Pacific coast. Mansbach visited the territories where Mexico 30 agents are located and also appointed many more in new territory.

Mansbach says he found business conditions all over the country excellent. In every city and town he visited factories were running full time and many working two and three shifts. Through the Middle West the crops are the largest in the country's history. This alone will have a tendency to create a demand for higher priced cars.

Prices on everything that goes into the making of an automobile have advanced on account of the enormous demand. One manufacturer has already advanced the price of his \$1000 car. Several others voiced their intention of raising prices. In fact, indications for the future are that while the cost of upkeep and operation will be lower, the initial cost of automobiles will be higher.

"Dealers all over the country report the most prosperous season they ever had," yet it is not all rosy. Some merchants as well as farmers will be plentifully supplied with money. Our country is preparing to handle five times as much business as it has ever done, give better service to our trade and sell at the very lowest prices possible.

FORD CARS REDUCED

Price Cut Is Announced by World's Largest Builder.

Ford cars for the coming season will be sold at a further reduction in prices which is about the same as they actually cost those who participated in the rebate payment for the season between August 1, 1914 and today's date. That is to say the touring car is at \$140 and the roadster at \$130. There is no indication in the announcement of the Ford company that there will be another rebate offer, but the statement is made that for the coming three months there will be no rebate payment on any cars delivered.

It is generally understood that the more than 200,000 cars in the past fiscal year, has in mind even a greater production for the coming twelve months. It is said that the Ford company is producing as many as 400,000 cars.

MOTOR PARADE TO THE SPEEDWAY

Opening of Formal Practice at Sheephead Set for September 18.

This inaugural procession will be conducted by the Motor Club, Inc. of New York, in whose membership Automobile row is very generally represented. Arrangements for the parade are already under way by President S. S. Toback, W. C. Voetter, C. H. Green and E. C. J. Mosher and other directors and members of the club. The date set is Saturday, September 18.

Roughly the Motor Club's plan is to have the parade form at an uptown point at 1 o'clock that afternoon, proceed down town and cross one of the East River bridges over a route and to a rendezvous to be determined later, where the procession will be joined by the Brooklyn contingent for the run to the speedway.

Along the course the motorists will park their cars on the grounds and view the events from the grand stands. The general admission will be free, but public not participating in the parade will be admitted to the grand stand and grounds at an admission fee to be announced later and to obtain tickets for the practice for the elimination trials scheduled for September 24, 25 and 26.

Practically that day will be confined to those who actually entered for the race, thus giving the public a first chance at seeing the famous drivers and cars that are to contend for the \$50,000 purse on October 2. Speedy speed exhibitions and trials for new world's records will be arranged.

The procession of the course will not be merely a big automobile parade. It will have the added feature of a great decorated parade, for which the Sheephead Bay Speedway Corporation and others will offer prizes to owners of cars for decorations based on beauty, grotesqueness and humor. There will be special divisions for decorated gasoline, electric and advertising cars.

Prizes will be offered to dealers for the largest representation of owners' cars of various makes parading in the parade. Entry blanks will be issued shortly. No charge for entry will be made and drivers and passengers up to the full complement of the car will be admitted free.

Last Friday Nancy Hanks visited the site of the new famous horse track—not Nantux Hanks, the great thoroughbred race mare—but Mrs. Nancy Hanks (Mrs. Austin K. Hanks) of Forest Hills (Gardens, L. I.), who is an ardent motorist. In a high powered roadster, with two passengers, she drove several complete laps at high speed, the speedometer at times showing a speed of better than eighty miles an hour. Owing to the fact that the outside edges of the turns are not complete, and because of the temporary runways across the course she was forced to slow down frequently. She enjoys the honor of being the first woman to drive a car on the new board track.

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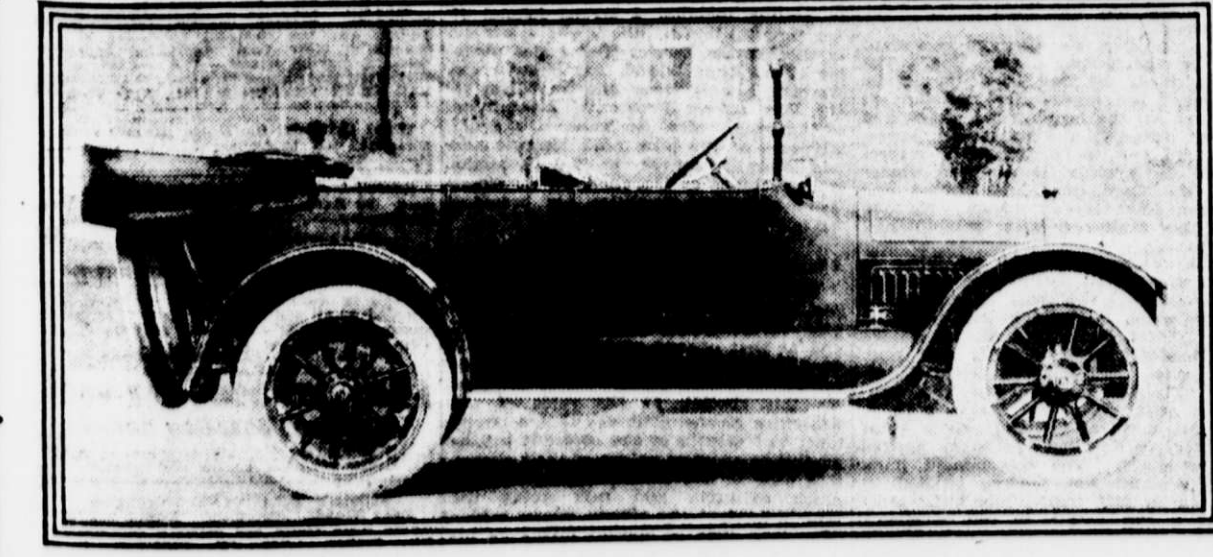
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Cadillac Announces Its New Eight Cylinder



The Cadillac Motor Car Company announces the second of the eight cylinder series, to be known as Type 58, without radical change in mechanical design or construction. Consequently the second Cadillac eight is, to all practical intents, a continuation of the first. Almost invariably the automobile manufacturer discovers during the first year's experience with a type of car new to him that there is room for many improvements in the second year's production.

The opposite is true of the Cadillac and its eight cylinder car. The company believes, the manufacturer, a year ago, of a type of car entirely new to the American industry.

The eight cylinder car met with instant success. When the manufacturing plant closed a few weeks ago, 10,000 of the new type had been put into service. No reason for marked change in design.

construction was made manifest by continuous everyday use of the car. Changes that have been made affect principally the accessibility of the engine and the appearance of the car. The engine remains, of course, the 90 degree eight cylinder V type that the Cadillac made famous last year. The electrical motor generator, ignition apparatus and carburetor are so mounted with relation to the cylinder blocks as to afford easy accessibility to the valves by removal of the plates which enclose them.

The body is a new design, with higher side lines, a new cowl, new hood and a higher radiator with rounded corners, all of which alterations add to the distinction of the car's appearance. The mounting of the Cadillac coat of arms, in a neat enamel design,